



Promoting Recycling to Local Businesses

Introduction

MassDEP Municipal Waste Reduction Toolkit



Pay-as-you-throw, school recycling, municipal building recycling, residential recycling, reporting requirements, recycling rate calculations, hazardous waste collections; the list goes on and on. But what about business recycling?

More than half the waste produced in Massachusetts comes from the commercial sector. While many large businesses have been recycling for years, small and medium sized businesses are often lagging behind. Sometimes a little encouragement and some “how to” information is all it takes to get a business started on their in-house recycling program. And with soaring public concern about climate change, “being green” is good for business.

“Promoting Recycling to Local Businesses” is designed to help municipal recycling staff provide quick and easy answers to businesses wanting to start a recycling program. It includes a Business Recycling Toolkit with information on finding a recycling company, motivating employees to recycle, and how businesses are affected by the Massachusetts regulations banning disposal of recyclable materials.

There are several ways to use the materials provided in this module:

- Mail the Business Recycling Toolkit to businesses on a case-by-case basis, when calls from businesses are received.
- Publicize the availability of the Toolkit to your business community by using the enclosed press release.
- Team up with your local or regional Chamber of Commerce or business association to jointly publicize the Toolkit and related information.
- Check with the municipal department that handles business licensing to see if they will provide the Toolkit to businesses when they are applying for or renewing their license.
- If your community has a transfer station or drop-off facility that accepts recyclable materials from businesses, consider adding this information to the Toolkit and press release.

The Toolkit components (see Table of Contents on next page) are also provided electronically and can be modified as needed for your community.





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Table of Contents

MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Please note all items described below are included in electronic form. Items followed by a **checkmark (✓)** are provided in a modifiable electronic format. You are encouraged to customize these items to best meet the needs of your community.

Tools for Municipal Coordinator

- ⇒ Press release announcing availability of Business Recycling Toolkit ✓
- ⇒ Letter to businesses regarding Massachusetts waste disposal bans and Toolkit availability ✓
- ⇒ Cover letter from municipality to accompany Toolkit ✓

Toolkit for Businesses

- ⇒ MassDEP Fact Sheet: Motivating Employees to Recycle in the Workplace ✓
- ⇒ Finding a Recycling Company: "Earth 911's Helping Businesses Recycle" ✓
- ⇒ MassDEP Fact Sheet: Commercial and Office Recycling ✓
- ⇒ EPA Guide: "Adjusting Hauling Services While Reducing Waste" ✓
- ⇒ MassDEP Fact sheet: "Your Business and the Waste Bans: What You Need to Know" ✓
- ⇒ MassDEP Brochure: "Your Business and the Waste Bans"
- ⇒ EPA's "Waste Wise" program information ✓
- ⇒ Recycling Area Signs (for posting next to office/commercial recycling bins) ✓

Final Step:

Create your Toolkit by choosing some or all of the materials listed above. You can print these materials directly. Then, customize the cover letter (e.g. place on municipal letterhead, add municipal coordinator's contact information, etc) and mail it with the Toolkit contents to the requesting business(es). Or better yet, go paperless by emailing the cover letter and materials to the business.

